

Moby and Tirrenia become protagonists on TV with “L’Italia delle Navi”

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Moby and Tirrenia, the companies of the Onorato Armatori Group, are synonymous with navigation in Italy and therefore could only be protagonists of “Italy of the Ships”, the new great journey in four episodes of History in the world of Italian navigation, which was born after the success of “Italy of the train”, in a series that touches on costume, history and technology. Moby and Tirrenia will be among the protagonists of the program conducted by Beppe Severgnini and Raffaele di Placido broadcast on History (Sky channel 407 from Monday 27 January to Monday 17 February every Monday at 21.50, as always with further steps and the possibility to see it at any time on Sky on demand).

Combining past and future, exactly in line with what is the story of this series, the two episodes that also feature the ships of Moby and Tirrenia tell, from the point of view of travelers, the evolution of customs and our country through the ferries, starting from the first trips in the sixties, with the cars that moved inside the parking lots thanks to micro rails and then were blocked by the seafarers to avoid any possible movement even in rough sea conditions, to sepia-colored interviews and with the first color images that document the travels of boom Italy when ferries opened the doors of the earthly paradise called Costa Smeralda.

In a word, Tirrenia has always been synonymous with sailing in Italy and Moby has become one by revolutionizing the concept of cabotage in recent decades.

To get to the latest ferries of Moby and Tirrenia, designed specifically for the needs of families, with a level of comfort and on-board services of absolute excellence, which are the philosophy of the two shipping companies: "The holiday begins with the journey".

In this context, "Italy of the ships" will also tell the continuous evolution and exponential growth of what is today the largest airline in the world by number of berths on board: 47 ships, 33 ports served, more than 40 thousand departures year.

But, of course, on this journey in "Italy of ships" the importance of the Italian navy in the freight transport sector will not be lacking and, in this case too, Onorato Armatori will be at the center of the story.

In the episode dedicated to the Motorways of the Sea, in fact, the queen of the ships used for the transport of semi-trailers, the Maria Grazia Onorato, the ship that together with the twin Alf Pollak holds the largest and greenest ro-ro record in the Mediterranean, will be the protagonist. with the possibility of embarking up to 283 vehicles equal to over 4000 linear meters removed from the roads each journey.

The episode also shows the engine room, the scrubbers that clean up the fumes and all the technical features that make this ship the most avant-garde of the whole Mediterranean Sea in its sector.

A large fresco that tells, in simple and understandable words to everyone, the complexity of a giant of the seas that has revolutionized the concept of ro-ro in Italy and is becoming increasingly important with the two twins Maria Grazia Onorato and Alf Pollak on the Genoa-Livorno-Catania-Malta route and vice versa.

"We are proud to have been chosen as the protagonists of some of the stories in this new History series – explains Alessandro Onorato, vice-president of the Group of the same name and commercial manager of Moby and Tirrenia – because it perfectly photographs the centrality of our companies both for transport of passengers, than for that of goods, managing to decline together the excellence

that we have achieved in both sectors. But above all, the presence of Moby and Tirrenia in "Italy of the ships" tells how our companies are now inseparably part of the recent history of Italy and the evolution of the customs of our country. Travel culture is our culture ".

And so "L'Italia delle Navi" ends up also enclosing the history of the Onorato family, five generations of shipowners, who began to travel from Cagliari and from Terranova Pausania, the ancient name of Olbia, to the continent, bringing the most valuable from Sardinia to the Italian coasts and vice versa and contributing to the development of both territories.

"Since then – continues Alessandro Onorato – my family has continued to expand in the canal and the routes served; Navarma was founded in 1959, Moby was born in 1982, and from there a great process of expansion of the Group began, culminating in 2012 with the acquisition of Toremar, the first regional company of the ex-public fleet to be privatized, and in 2015 of Tirrenia, with our Group that has chosen to carry on this glorious brand which since 1936 means sea and navigation in Italy and has accompanied the growth of our country. Here, I think "Italy of the ships" is the perfect story not only, but also, of our history. And I'm proud that Moby and Tirrenia contribute to this project ".